WHAT IS CLAIMED IS:

1 1. A method comprising:
2   receiving order information based on an order of a customer; and
3   determining an offer for the customer based on:
4   the order information and
5   at least one of
6   a genetic program and
7   a genetic algorithm.

1 2. The method of claim 1, further comprising:
2   determining an order price based on the order information,
3 and in which determining an offer comprises:
4   determining an offer for the customer based on
5   the order price, and
6   at least one of
7   a genetic program and
8   a genetic algorithm.

1 3. The method of claim 2, in which determining an offer comprises:
2   determining an offer for the customer based on
3   a round-up amount, and
4   at least one of
5   a genetic program and
6   a genetic algorithm.

1 4. A method comprising:
2   receiving order information based on an order of a customer;
3   determining an offer for the customer based on:
4   the order information, and
5   historical offer criteria; and

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6   generating offer criteria for a subsequent offer based on potential upsell

7 items.

1 5.   A method comprising:

2   generating a base set of rules based on historical order information;

3   creating new rules based on

4   the base set of rules and

5   additional historical information; and

6   optimizing the new rules based on experience from orders.

1 6.   A device, comprising:

2   a processor; and

3   a storage device coupled to the processor and storing instructions adapted

4 to be executed by said processor to perform the method of claim 1.

1 7.   A medium storing instructions adapted to be executed by a processor to

2 perform the method of claim 1.

1 8.   A computer-readable medium that stores data accessible by a program

2 executable on a data processing system, the data being organized according to a

3 data structure that includes:

4   a plurality of modifiable rules defining offers to provide during a

5 transaction.

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